



Discover *the* Facts

THIRD QUARTER
2003 VOLUME XI

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2001	2002	PERCENT CHANGE
October	4,015,388	4,104,048	2.2%
November	3,636,279	3,796,056	4.4%
December	3,489,272	3,568,410	2.3%

MONTH	2002	2003	PERCENT CHANGE
January	3,661,790	3,932,104	7.4%
February	3,807,479	3,785,986	(0.6%)
March	4,447,459	4,159,209	(6.5%)
April	4,113,429	3,994,373	(2.9%)
May	4,159,915	4,173,448	0.3%
June	4,054,804	4,092,173	0.9%
July	4,146,569	4,327,012	4.4%
August	4,412,064	4,452,960	0.9%
September	3,838,603	3,950,159	2.9%
TOTAL	47,783,049	48,335,937	1.2%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	8,920,993	9,177,664	2.9%
Laughlin	1,077,485	1,093,892	1.5%
Mesquite	373,645	429,985	15.1%
Washoe County	1,434,768	1,422,393	(0.9%)
All other counties	590,345	606,197	2.7%
TOTAL (State)	12,397,236	12,730,131	2.7%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2001	2002	PERCENT CHANGE
October	435,605	451,498	3.6%
November	565,643	620,829	9.8%
December	221,720	143,724	(35.2%)

MONTH	2002	2003	PERCENT CHANGE
January	563,392	947,106*	68.1%
February	733,774	803,504	9.5%
March	755,760	658,327	(12.9%)
April	526,828	426,082	(19.1%)
May	469,045	465,798	(0.7%)
June	488,784	487,190	(0.3%)
July	195,915	308,668	57.6%
August	500,729	612,900	22.4%
September	310,270	317,304	2.3%
TOTAL	5,767,465	6,242,930	8.2%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	873,961	1,108,898	26.9%
Laughlin	37,107	34,825	(6.1%)
Washoe County	29,390	39,307	33.7%
All other counties	66,456	55,842	(16.0%)
TOTAL (State)	1,006,914	1,238,872	23.0%

*WIBC took place in January 2003 in Reno.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2001	2002	NET CHANGE
October	79.2%	81.1%	1.9
November	72.7%	75.8%	3.1
December	67.4%	69.5%	2.1

MONTH	2002	2003	NET CHANGE
January	71.6%	76.4%	4.8
February	82.0%	81.8%	(0.2)
March	86.6%	81.3%	(5.3)
April	83.2%	81.3%	(1.9)
May	81.5%	82.1%	0.6
June	82.8%	83.6%	0.8
July	81.8%	85.3%	3.5
August	86.5%	87.5%	1.0
September	78.0%	80.4%	2.4
MONTHLY AVG	79.4%	80.5%	1.1

Third Quarter 2003 Area Highlights

AREA	2002	2003	NET CHANGE
Clark County:			
Las Vegas	84.8%	87.0%	2.2
Laughlin	84.1%	85.6%	1.5
Mesquite	77.8%	84.7%	6.9
Lake Tahoe*	93.0%	89.6%	(3.4)
Washoe County	73.8%	74.4%	0.6
All other counties	65.5%	72.0%	6.5
QUARTER AVG (State)	81.3%	83.5%	2.2

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2001	2002	PERCENT CHANGE
October	4,234,372	4,403,260	4.0%
November	3,768,096	3,981,209	5.7%
December	3,641,193	3,778,748	3.8%

MONTH	2002	2003	PERCENT CHANGE
January	3,862,802	4,152,083	7.5%
February	4,007,356	4,023,372	0.4%
March	4,681,463	4,430,648	(5.4%)
April	4,361,713	4,288,131	(1.7%)
May	4,412,565	4,472,809	1.4%
June	4,341,306	4,443,684	2.4%
July	4,442,226	4,676,487	5.3%
August	4,691,995	4,792,408	2.1%
September	4,099,179	4,273,661	4.3%
TOTAL	50,544,266	51,716,501	2.3%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	9,888,513	10,279,466	4.0%
Laughlin	837,223	852,163	1.8%
Mesquite	196,586	229,527	16.8%
Lake Tahoe*	203,107	195,487	(3.8%)
Washoe County	1,404,037	1,405,844	0.1%
All other counties	703,933	780,069	10.8%
TOTAL (State)	13,233,399	13,742,556	3.8%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2001	2002	PERCENT CHANGE
October	172,553	175,045	1.4%
November	172,835	175,150	1.3%
December	174,235	175,390	0.7%

MONTH	2002	2003	PERCENT CHANGE
January	174,072	175,331	0.7%
February	174,434	175,749	0.8%
March	174,379	175,898	0.9%
April	174,697	175,851	0.7%
May	174,731	175,774	0.6%
June	174,862	177,103	1.3%
July	175,094	176,788	1.0%
August	174,968	176,775	1.0%
September	175,191	177,080	1.1%
END OF PERIOD	175,191	177,080	1.1%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	126,648	128,424	1.4%
Laughlin	10,822	10,817	0.0%
Mesquite	2,745	2,945	7.3%
Lake Tahoe*	2,374	2,374	0.0%
Washoe County	20,926	20,746	(0.9%)
All other counties	11,676	11,774	0.8%
END OF PERIOD (State)	175,191	177,080	1.1%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2003.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2001	2002	PERCENT CHANGE
October	\$1,030,928	\$1,039,372	0.8%
November	866,808	961,018	10.9%
December	923,989	1,071,785	16.0%

MONTH	2002	2003	PERCENT CHANGE
January	802,841	925,652	15.3%
February	696,849	723,136	3.8%
March	780,666	975,784	25.0%
April	922,877	998,601	8.2%
May	1,181,086	1,124,931	(4.8%)
June	1,037,548	1,040,565	0.3%
July	1,128,249	1,110,553	(1.6%)
August	978,295	962,678	(1.6%)
September	907,765	1,015,067	11.8%
TOTAL	\$11,257,900	\$11,949,143	6.1%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County	\$2,605,411	\$2,659,125	2.1%
Washoe County	259,041	267,073	3.1%
Douglas County*	54,156	64,017	18.2%
Elko County	37,208	39,390	5.9%
Carson City	14,082	13,607	(3.4%)
All other counties	44,411	45,085	1.5%
TOTAL (State)	\$3,014,309	\$3,088,298	2.5%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2001	2002	PERCENT CHANGE
October	\$771,667,000	\$807,379,000	4.6%
November	721,468,000	732,485,000	1.5%
December	731,693,000	775,265,000	6.0%

MONTH	2002	2003	PERCENT CHANGE
January	765,861,000	844,562,000	10.3%
February	752,758,000	756,139,000	0.4%
March	807,239,000	834,663,000	3.4%
April	799,587,000	744,620,000	(6.9%)
May	838,925,000	805,698,000	(4.0%)
June	714,352,000	809,187,000	13.3%
July	804,345,000	825,477,000	2.6%
August	839,525,000	813,625,000	(3.1%)
September	809,959,000	841,540,000	3.9%
TOTAL	\$9,357,379,000	\$9,590,640,000	2.5%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:	\$1,935,602,000	\$1,975,543,000	2.1%
Strip	1,210,936,000	1,220,390,000	0.8%
Downtown	159,935,000	159,677,000	(0.2%)
Laughlin	130,112,000	131,683,000	1.2%
Mesquite	24,956,000	26,101,000	4.6%
County balance	409,663,000	437,692,000	6.8%
Washoe County	290,884,000	276,338,000	(5.0%)
Lake Tahoe*	109,621,000	109,019,000	(0.5%)
Elko County	60,428,000	58,983,000	(2.4%)
Carson Valley Area	26,220,000	27,868,000	6.3%
All other counties	31,074,000	32,891,000	5.8%
TOTAL (State)	\$2,453,829,000	\$2,480,642,000	1.1%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2001	2002	PERCENT CHANGE
October	3,194,018	3,563,399	11.6%
November	2,915,482	3,105,815	6.5%
December	2,890,909	3,129,301	8.2%
MONTH	2002	2003	PERCENT CHANGE
January	2,903,793	3,228,902	11.2%
February	3,014,615	3,125,471	3.7%
March	3,684,870	3,587,422	(2.6%)
April	3,377,060	3,307,726	(2.1%)
May	3,451,119	3,455,353	0.1%
June	3,467,149	3,556,113	2.6%
July	3,539,693	3,754,786	6.1%
August	3,753,345	3,747,676	(0.2%)
September	3,269,814	3,403,026	4.1%
TOTAL	39,461,867	40,964,990	3.8%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,127,187	9,442,135	3.5%
Reno/Tahoe Int.	1,233,702	1,255,308	1.8%
North Las Vegas	102,429	117,110	14.3%
Laughlin/Bullhead Int.	47,452	37,518	(20.9%)
Elko Airport	38,050	39,049	2.6%
Henderson Exec. Airport	14,032	14,368	2.4%
TOTAL (State)	10,562,852	10,905,488	3.2%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2001	2002	PERCENT CHANGE
October	2,267,581	2,507,870	10.6%
November	2,299,909	2,280,523	(0.8%)
December	2,276,373	1,599,558*	(29.7%)
MONTH	2002	2003	PERCENT CHANGE
January	2,083,544	1,294,131*†	(37.9%)
February	2,138,887	1,504,901‡	(29.6%)
March	2,463,543	1,730,333‡	(29.8%)
April	2,453,080	1,672,110‡	(31.8%)
May	2,665,460	1,992,927‡	(25.2%)
June	2,766,487	2,152,049‡	(22.2%)
July	2,915,015	2,348,245‡	(19.4%)
August	3,161,516	2,845,157‡	(10.0%)
September	2,577,048	2,422,030‡	(6.0%)
TOTAL	30,068,443	24,349,834	(19.0%)

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
I-15 at Primm/Jean	1,581,163	1,688,703	6.8%
I-15 at Mesquite	1,030,518	1,029,685	(0.1%)
I-80 at Verdi	1,591,734	1,602,569	0.7%
I-80 at Wells	282,341	—†	(100.0%)
All other entry points	4,167,823	3,294,475‡	(21.0%)
TOTAL (State)	8,653,579	7,615,432‡	(12.0%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to construction on Interstate 15 at Primm/Jean, the traffic totals for December 2002 and part of January 2003 do not contain any data.

†Due to counter failure on Interstate 80 at Wells, the traffic totals for January and March through September 2003 do not contain any data.

‡Due to road construction and counter failures, various other entry point traffic totals for January through September 2003 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2001	2002	PERCENT CHANGE
October	1,883,093	2,076,567	10.3%
November	1,424,769	1,320,066	(7.3%)
December	1,007,448	1,119,203	11.1%

MONTH	2002	2003	PERCENT CHANGE
January	1,170,738	1,313,102	12.2%
February	1,262,350	1,233,561	(2.3%)
March	1,691,840	1,622,912	(4.1%)
April	2,282,187	2,043,653	(10.5%)
May	2,518,586	2,609,866	3.6%
June	2,904,378	3,124,006	7.6%
July	3,243,532	3,311,946	2.1%
August	3,315,173	3,440,593	3.8%
September	2,630,568	2,628,355	(0.1%)
TOTAL	25,334,662	25,843,830	2.0%

Third Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Nevada State Parks	1,316,283	1,324,365	0.6%
Great Basin Nat. Park	43,519	43,863	0.8%
Lake Mead Nat. Rec. Area	2,560,998	2,609,565	1.9%
Hoover Dam Visitor Center	257,924	268,945	4.3%
Red Rock Canyon	129,079	142,119	10.1%
Grand Canyon Nat. Park	1,571,164	1,648,393	4.9%
Zion Nat. Park	988,912	893,648	(9.6%)
Bryce Canyon Nat. Park	539,367	629,380	16.7%
Death Valley Nat. Park	229,532	243,323	6.0%
Yosemite Nat. Park	1,552,495	1,577,293	1.6%
TOTAL (All Parks)	9,189,273	9,380,894	2.1%

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadaeda.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtualtahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2001 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brougher Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org